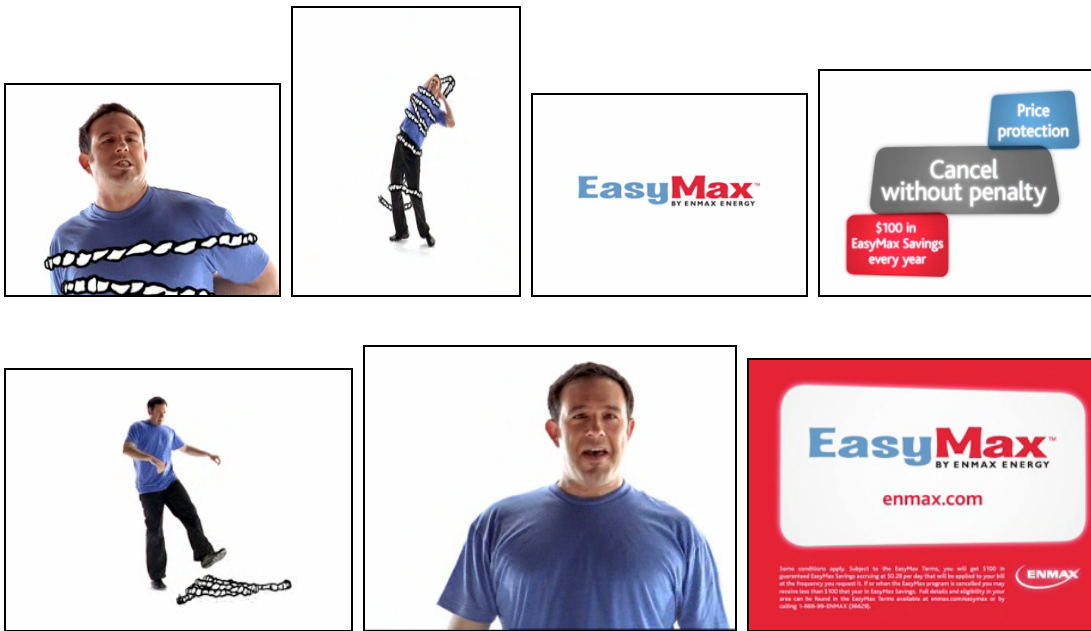


ROPE

Written by Simon Dekker



VIDEO	AUDIO
<p>White limbo – the spot opens on a guy’s face. He is wrestling with an (hand-drawn) animated rope that appears to be trying to bind him. The guy struggles heroically, fighting with the demon rope - which seems to have a life of it’s own.</p> <p>Dissolve to EasyMax logo Dissolve to Alberta’s Lowest Electricity Rate Dissolve to \$100 in EasyMax Savings every year – GUARANTEED Dissolve to “Cancel without Penalty”</p> <p>Dissolve to guy as he takes control, having defeated and freed himself of the rope. He kicks the rope – the rope whimpers and slides away.</p> <p>Dissolve to white with red Enmax asymmetric border and super EasyMax by Enmax logo. enmax.com. Gas & electricity made easy.</p>	<p>SFX: The man grunts and groans. The rope makes annoying little giggles, yelps and yips.</p> <p>VO: When it comes to gas and electricity, some companies seem to take pleasure in watching you struggle with high rates and costly penalties.</p> <p>VO: With EasyMax by Enmax Energy, you get Alberta’s lowest electricity rate - and, when you buy electricity AND gas, you’ll get one-hundred-dollars in EasyMax Savings every year - Guaranteed. Plus, you can cancel at any time.</p> <p>VO: So why struggle with high rates and unfriendly contracts? Visit Enmax.com and sign up for EasyMax today.</p>

